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Phase 3 - IIM Ahmedabad Virtual Growth Program for Ophthalmologists

A Specialized Digital Marketing and Leadership Program

■ Introduction

This program is a unique collaboration with IIM Ahmedabad, designed to empower practicing ophthalmologists with essential business, marketing, and strategic skills to thrive in the modern digital healthcare landscape. Through a blend of world-class instruction, real-life healthcare case studies, and peer learning, participants will gain actionable insights and frameworks to drive measurable growth in their practices.

Program Format

• Duration: 2 Days (Weekend Virtual Program)

Sessions per Day: 4 LecturesEach Lecture: 1.5 Hours

Total Instruction Time: 12 Hours

• Format: 100% Online (Zoom/Google Meet)

Learning Materials: Case Studies, Presentations, and Digital Toolkits

Example 2 Learning Approach

- 20% Instructor-led sessions by IIM Ahmedabad Faculty
- 20% Peer Learning from Fellow Doctors and Healthcare Practitioners
- 60% Interactive, Case-Based Discussions and Real-Life Scenario Analysis

周 Curriculum Overview

Each lecture will be centered around practical case discussions.

Core Themes Covered Across 8 Sessions:

1. Clinic Growth & Local Marketing

Explore how standalone clinics across India have scaled patient footfall using geomarketing, community activations, and referral channels.

2. Hospital Positioning & Institutional Branding

Learn how mid to large eye hospitals position their specialties, partner with insurance players, and drive inbound footfall from trust-building campaigns.

3. Digital Marketing for Ophthalmology

Deep-dive into how platforms like Meta, YouTube, and Google are transforming outreach — from local discovery to brand recall.

4. Content Strategy & Patient Education Models

Analyze what kind of storytelling and formats work best — across video, email, WhatsApp, and microsites — using examples from top ophthalmology brands.



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5. Growth Funnel & Conversion Strategy

Build and decode a patient acquisition funnel — from awareness to appointment — with metrics to track ROI at every stage.

6. Leadership & Marketing Alignment

Discover how clinical leadership teams can collaborate with marketers, agencies, and digital teams to ensure quality + reach.

7. Scaling Through Tech, SEO, and Analytics

Understand backend strategies like CRM tools, automation, appointment software, and analytics dashboards.

8. Roleplay Simulation & 6-Month Strategy Drafting

Each participant builds a customized 6-month growth roadmap, simulates an internal boardroom pitch, and receives peer + faculty critique.

Case References May Include:

- Aravind Eye Care, Narayana Nethralaya (India)
- Dr. Agarwals, Eye-Q Hospital
- Moorfields Eye Hospital (UK), Bascom Palmer Eye Institute (USA)
- Independent practices that scaled via digital-first models

Peer Learning & Collaborative Exercises

- Doctors will work in peer groups to solve real-world challenges
- Comparative practice benchmarking
- Building referral & visibility strategies
- Sharing campaign outcomes and iterations

© Key Outcomes & Benefits

- Drive growth through digital & strategic interventions
- Improve visibility and trust among potential patients
- Learn from IIM-A faculty and real-time practitioners
- Get Certified from IIM Ahmedabad
- Prepare for long-term scalability of clinical practice
- Access to exclusive growth templates and tools